



www.eloora.com

Cavendish, Vic



NEWSLETTER

SUMMER 2020

Welcome to the 2020 summer newsletter for Eloora Shorthorns.

2019 was an action-packed year for Eloora Shorthorns, celebrating 60 years of breeding registered Shorthorns, hosting the World Shorthorn Conference Tour, selling genetics into 5 states of Australia and most importantly seeing our clients have success marketing their livestock. Some recent feedback came from a long-time client in Western Victoria where their consignment of 30 purebred, grass-fed steers processed at Teys Naracoorte achieved 100% MSA grading, with

EMA topping at 110 cm². 2019 was also another successful year for the JBS Shorthorn Thousand Guineas branded meat program, with clients supplying steers and heifers to the premium grain-fed program, with price premiums above all other breeds achieved throughout the year.

2019 saw Eloora secure the Australian Rights (in conjunction with Royalla Shorthorns) to USA sire BSG Profitwise 1767, the highest selling Shorthorn bull in North America for 2018. Profitwise brings a pedigree packed with proven carcass quality & performance, and a sire that is in

the top 1% for marbling. The first Profitwise calves are due in Autumn 2020.

Looking into 2020 Eloora will be participating in the Stock and Beef Week Field Days on Tuesday 4th February, with the breeding herd, yearling calves and rising 2-year-old sale bulls all on display. We will also be participating in the RASV Heifer Challenge, after placing 3rd in 2019 and becoming a 5 times finalist since the event started in 2012. Joined and unjoined females will also be for sale.

The 2020 sale bulls represent an excellent opportunity to secure genetics from proven sires Eloora Five Star L74, Eloora Baker G31 and JSF Goldenrod (USA), trait leaders covering calving ease, growth and marbling. Eloora will also be offering a very strong team of bulls at the Naracoorte Shorthorn Bull Sale on Thursday 26th March. Photos and EBVs for all sale bulls are available at www.eloora.com and updates on Facebook.

If you can't make the open on February 4th, visitors are always welcome for a tour of the Eloora herd, please call Ray or Dion to arrange a time.

Regards
Ray & Dion



ELOORA IDEAL P05 SIRE JSF GOLDENROD 57U

STANDING SIRES



BELMORE QUANTUM M303

Purchased for sale top of \$28,000 in 2018, his progeny are outstanding and worth the drive to inspect. Expect to see an awesome line-up of sale bulls in 2021 by M303.

SEMEN FOR SALE IN THESE TWO OUTSTANDING SIRES

ELOORA FIVE STAR L74

First sons sell this autumn and they carry his stamp. Trait leader for 200 Day Weight, Scrotal Size and EMA. Oldest daughter won Reserve Senior Champion Female at 2019 Royal Melbourne Show World Congress Judging, calving at just 20 months.

NARACOORTE BULL SALE 26TH MARCH 2020



BSG PROFITWISE 1767

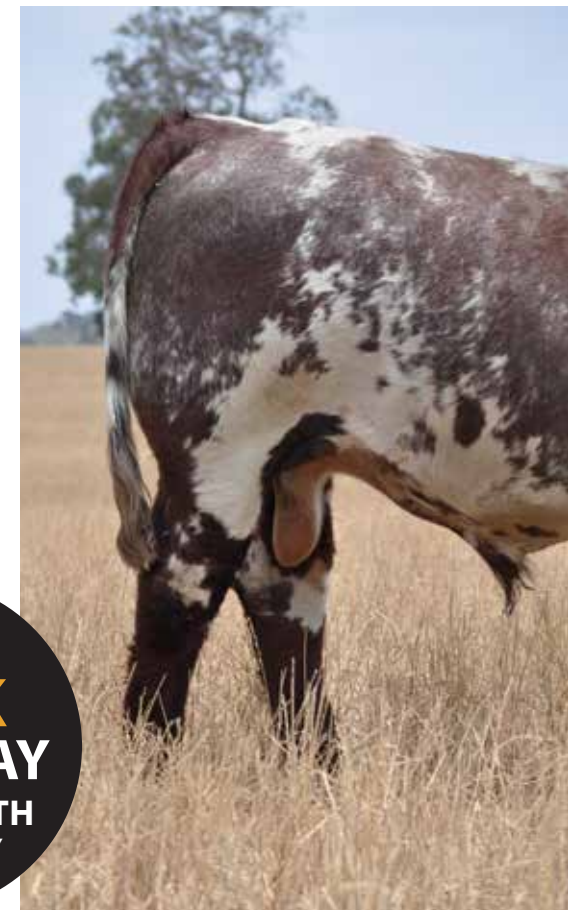
Top priced bull from the 2018 BSG sale selling for \$US45,000 to Shadybrook Shorthorns Canada. A combination of carcass quality, calving ease and weight, with EPDs in top 2% for stayability (female longevity), top 10% for IMF, weaning & yearling weight and top 15% for calving ease maternal & direct, we look forward to his first calves in autumn. Australian rights in partnership with Royalla Shorthorns.



WORLD SHORTHORN CONGRESS TOUR

It was a privilege to host the World Shorthorn Congress Tour in September and meet with Shorthorn enthusiasts from all over the world and chat with breeders from Europe and USA that have used Eloora genetics in their programs.

BEEF WEEK OPEN DAY TUESDAY 4TH FEBRUARY



SAMPLE OF THE 2020 SALE BULLS

**FREE
DELIVERY
WITHIN
200kms**



Eloora Inverell P29

Sire Eloora Five Star L74



Eloora Ignite P43

Sire Eloora Five Star L74



Eloora Icon P91

Sire Eloora Five Star L74



Eloora Isa Roan P99

Sire Eloora Five Star L74



Eloora Indestructable P33

Sire Eloora Baker G31



Eloora Ice White P31

Eloora Baker G31



Eloora Ice Breaker P84

Sire Eloora Five Star L74



Eloora Impact P75

Sire Bayview Windsor L102

Additional photos, EBV's and pedigrees of all the sale bulls can be viewed at www.eloora.com